

Exhibitor Service Manual

전시참가업체 서비스 매뉴얼

SEMICON®
Korea 2016

LED Korea 2016

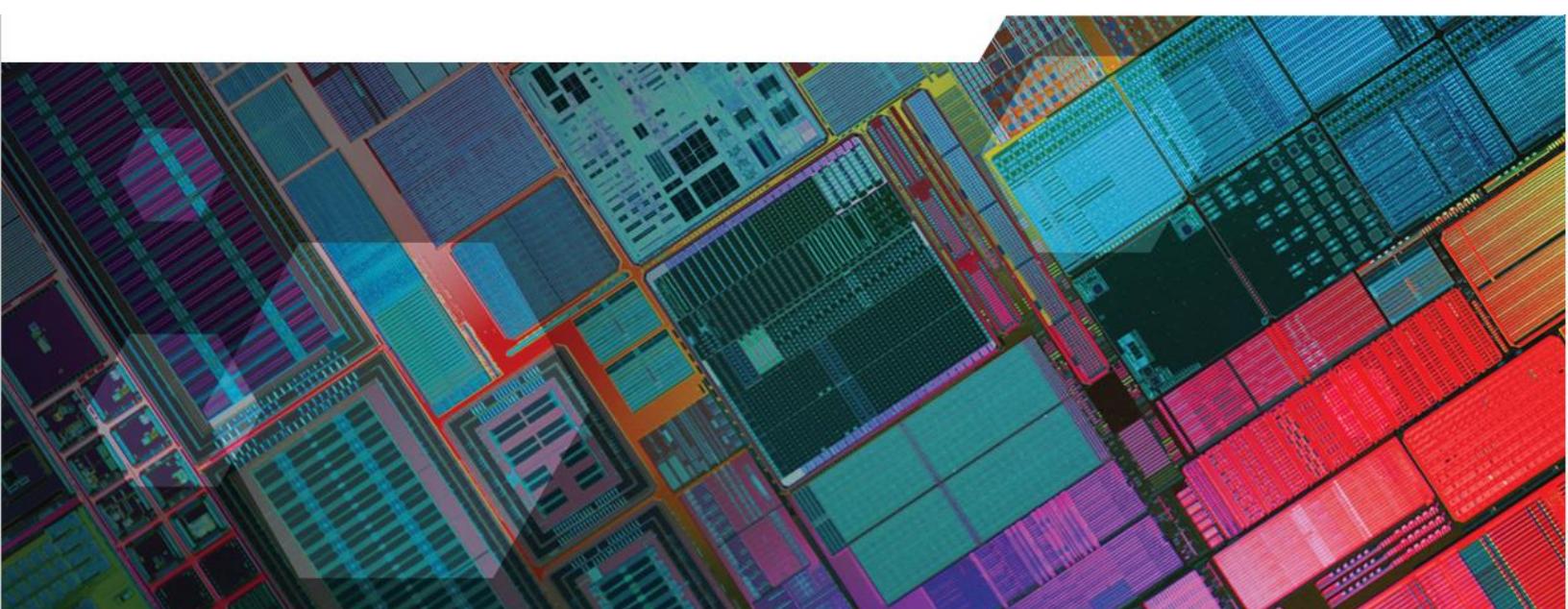


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Section 1: General Information

1.1 Booth Set-Up

1.2 Important Contacts

Section 1: General Information

1.1 Booth Set-Up

1.1.1 Timetable of Operations

The timetable of operations is as follows. Exhibitors are recommended to finalize the tasks accordingly. In the case set-up and dismantling is not completed as scheduled, exhibitors may stay after posted hours to work within their booth on equipment and/or their display. They must contact and visit SEMI Show Management Office on-site to acknowledge additional fees (overtime hall rental fee and administrative costs) and sign an "Overtime Work Application". No set-up, dismantling or additional work are to be done during exhibition hours.

- Overtime hall rental fee = Work time x hourly hall rental rate (approx. ₩1,000,000 per hour)
- Actual fees are calculated based on COEX rental rate.

Sat. Jan 23, 2016	Set-Up (Decorated, Raw booths larger than 72m ² (8 booths)	08:00 ~ 20:00
Sat. Jan 23, 2016	Set-Up (Raw booths larger than 54m ² (6 booths)	16:00 ~ 20:00
Sun. Jan 24, 2016		08:00 ~ 20:00
Mon. Jan 25, 2016	Set-Up (All booths)	08:00 ~ 20:00
Tue. Jan 26, 2016		08:00 ~ 22:00
Wed. Jan 27, 2016		10:00 ~ 17:30
Thu. Jan 28, 2016	Exhibition	10:00 ~ 17:30
Fri. Jan 29, 2016		10:00 ~ 17:00
Fri. Jan 29, 2016	Move out exhibit materials & booth dismantling	18:00 ~ 23:00
Sat. Jan 30, 2016	Dismantling	08:00 ~ 24:00

1.1.2 On-site Show Management Office

The on-site show management office will be operating during set-up, exhibition and dismantling dates at D1, 4F, COEX.

1.1.3 On-site Exhibitor Service Center

The on-site exhibitor service center will be operating at the lobby in front of Hall D, 3F during set-up and exhibition dates.

- General Service, Decorated Booth set-up: Pisco International Co., Ltd.
- Exhibitor Badge, Registration, Visitor Badge Scanner: Eims International Co., Ltd.
- Logistics: KEMI-LEE Co., Ltd.

1.1.4 Booth Type

Raw Booth: Rental for floor space only. It does not include any utilities, services, walls or furnishings.

Please refer to Section 2 for details regarding your specific configuration requirements and comply.

Decorated Booth: Pre-decorated exhibit booth by the official decorator, PISCO International. It includes the following items, installation, cleaning and dismantling.

- Ocatnorm System Structure
- Carpet
- Fascia Name
- 1 Chair
- 1 Information Counter*
- 1 Electric Socket
- 1 Fluorescent Light
- 3 Spotlights
- Electricity(1kW)
- 1 Waste Basket*

(* per company

**All the above are subject to change according to SEMI*



** 2016 decorated booth design*

Section 1: General Information

1.2 Important Contacts

Organizer

SEMI

#4205 Trade Tower
511 Yeongdong-daero, Gangnam-gu,
Seoul 06164 Korea, Republic of
T: 82.2.531.7800 | F: 82.2.551.3406
E: semiconkorea@semi.org

Show Management

Contact: Hye-Jin Jang, Sara Lee
T: 82.2.531.7802, 7803
E: semiconkorea@semi.org,
hjang@semi.org, slee@semi.org

Marketing & Media

Contact: Jiwon Cho
T: 82.2.531.7804
E: jcho@semi.org

Advertising & Sponsorship

Contact: Hyun Cha
T: 82.2.531.7801
E: jcha@semi.org

Programs

Contact: JoAnn Lee, Youngji Cha
T: 82.2.531.7806, 7830
E: koreaprograms@semi.org,
julee@semi.org, ycha@semi.org

Standards

Contact: Natalie Shim
T: 82.2.531.7808
E: eshim@semi.org

Membership

Contact: Jong Tae Kim
T: 82.2.531.7805
E: jkim@semi.org

Accounting

Contact: Sumi Moon
T: 82.2.531.7811
E: smoon@semi.org

Section 1: General Information

1.2 Important Contacts

Official Contractors

Booth Decorating & Utility Service

PISCO International Co., Ltd.

5F, 14 Teheran-ro 81-gil, Gangnam-gu
Seoul 06168 South Korea

Contact: Jee Ah Yoon

T: 82.2.553.9823 | F: 82.2.553.9825 / 2548

E: creativity@piscoi.com

Exhibitor Badge, Registration & Visitor Badge

Scanner

EIMS International

9F, 14 Teheran-ro 81-gil, Gangnam-gu,
Seoul 06168 South Korea

Contact: John Park

T: 82.2.2052.6660 | F: 82.2.2052.6667

E: jypark@eims.kr

Freight Handling

KEMI-LEE Co., Ltd.

Rm.201 Arcvalley
37 Seongsui-ro 22-gil, Seongdong-gu,
Seoul 04798 South Korea

Contact: Sandy Lee, Andy Kang

T: 82.2.561.5269 | F: 82.2.553.0731

E: sandy@kemi-lee.co.kr, andy@kemi-lee.co.kr

Temporary Assistance

IRIS

41-15 Neungdong-ro 7-gil, Gwangjin-gu
Seoul 05076 South Korea

Contact: Min Ju Jang

T: 82.70.7804.5568 | F: 82.2.548.5353

E: iris.jang@daum.net

Venue

COEX

513 Yeongdong-daero, Gangnam-gu
Seoul 06164 South Korea
T: 82.2.6000.0114

**[Note] This is not a shipping address. For shipping address,
See Section 5.1.3.**

Hall Manager Office T: 82.2.6000.1143, 4, 5, 8

Global PMCO T: 82.2.6000.7130

TWI Global Exhibition Logistics

4480 South Pecos Rd. Las Vegas, NV 89121 USA

Contact: Elias Guerra

T: 1.702.691.9034 | F: 1.702.691.9055

E: eguerra@twiglobal.com

Section 2: Rules & Regulations

- 2.1 Important Notice**
- 2.2 Exhibitor Responsibilities & Liabilities**
- 2.3 Booth Set-Up & Dismantling**
- 2.4 Exhibition Activities**
- 2.5 Booth Display Regulations**

Section 2: Rules & Regulations

2.1 Important Notices

2.1.1 Introduction

The abbreviation "SEMI®" used in the rules and regulations means Semiconductor Equipment and Materials International, a non-profit corporation, and as the content may require its directors, officers, agents, and/or employees duly acting for SEMI in the management of the exposition.

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of SEMI. These rules and regulations may be amended at any time by SEMI. The original rules and regulations, as well as any amendment to the original rules and regulations shall be equally binding to all parties affected by them. In the event of any amendment or addition to these rules and regulations, written notice will be given by SEMI Show Management through the exhibitors update.

2.1.2 Booth Drawing Approval

All booth drawings must be submitted to the COEX Hall Manager's office directly by the appointed service contractor 14 days prior to construction date for approval. It is strongly recommended to confirm this rule with the appointed contractor.

COEX Hall Manager's Office ☎ 82.2.6000.1143, 4, 5, 8

2.1.3 Age Restriction

Children over 12 and under 16 must be accompanied by an adult during the exhibition. Children under 12 are not allowed in the venue. Moreover, children under 16 are not allowed to enter the halls during set-up and dismantling dates due to safety issues.

2.1.4 Height Limits

Hall A, B, C, D: Max 5m (Hall B, D swing space: Max 4m)

2.1.5 Obstruction of Facility

The exhibitor is liable for any obstruction made towards the facility during set-up, exhibit and dismantling dates.

2.1.6 Parking inside Venue

Parking inside the venue during set-up and dismantling dates is strictly forbidden. In this case, SEMI Show Management reserves the right to execute the exhibitor from the venue at any time.

2.1.7 Column/Pillars

If your exhibit includes columns/pillars, you must carpet up to and around it. You cannot tack, drill, staple or punch any materials or items whatsoever to these structures, items (chairs, table, equipment, etc.) cannot be placed against these columns. No holes are to be drilled, cored or punched in any part of the facility.

• Column Wrap Advertising: All exhibitors purchasing column wrap advertising must have the column fully wrapped (4 sides) with wood or other structure. Height limitation is 5m and the width of each side of the structure must be within 30cm of the column. Furthermore, if a hydrant is present, the structure must not hide it.

2.1.8 Wall Requirement

All neighboring booths from the other, except island configuration, must provide a full back and side wall, min. of 2.5m. All exposed walls must be finished on all sides at the expense of the exhibitor who owns the wall. All exposed wall areas or exposed structures must be finished in white color of flame-resistant materials (including fabric, wall paper and paint). Paint must be pre-approved by the hall manager's office.

2.1.9 Obstruction of Aisle/Use of Space

Exhibitors may not conduct demonstrations or activities that result in excessive obstruction of aisles or prevent ready access to neighboring exhibitors' booths. The booth must be designed to use contracted space only.

Section 2: Rules & Regulations

2.1 Important Notices

2.1.10 Self-Construction

All raw space exhibitors must use an official booth decorator and service contractor appointed by COEX for the labor needed to set up your booth. Self-construction is strictly forbidden to avoid any type of conflict with the venue.

2.1.11 Security

SEMI will provide general perimeter exhibit security in the facility during set-up, exhibit and dismantling days; however, the primary responsibility for safeguarding your exhibit and merchandise is yours. Remember that set-up and dismantling periods are particularly sensitive times when thefts are most likely to occur. Do not leave your booth unattended during those times.

Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display at all times. While SEMI will exercise reasonable care in safeguarding your property, neither Show Management, facility, security, contractor general contractor nor any of their officers, agents or employees assumes any responsibility for such property. Exhibitors should therefore include or have a rider attached to their insurance policies covering the shipment of merchandise to the exhibition, during and return of their merchandise to their home base.

Section 2: Rules & Regulations

2.2 Exhibitor Responsibilities & Liabilities

2.2.1 Amendments/General Supervision

Exhibits installed at all SEMICON Korea / LED Korea expositions must comply with the rules and regulations of the exposition. In the event that exhibitor or exhibit activities are in violation of the exhibit rules and regulations or are not consistent with the standards of the exposition, SEMI Show Management may require the exhibitor to alter the exhibit either before the exhibition or on-site. Necessary changes are to be made at the exhibitor's expense and are subject to approval.

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of SEMI. These rules and regulations may be amended at any time by SEMI and all the amendments that may be so made shall be equally binding to/on all parties affected by them as they are by the original rules and regulations. In the event of any amendment or addition, written notice will be given by SEMI to exhibitors as may be affected thereby.

SEMI Show Management reserves the right to reject, or prohibit any exhibit, whole or in part, or any exhibitor and his representatives, based solely on its judgment, discretion and authority. Please refer to your SEMICON Korea / LED Exhibit Space Application/Contract for additional rules and regulations.

2.2.2 Exhibitor Badges

All personnel on the premises must wear an exhibitor badge during set-up, exhibit and dismantling days. The primary exhibit contact is responsible for his workers and staff wearing the proper badge.

2.2.3 Default in Occupancy

Any exhibitor failing to occupy contracted space is not relieved of the payment of the full rental of such space. All display systems and equipment/products must be installed and complete prior to exhibition opening. Unoccupied space may be repossessed by SEMI Show Management for such purpose as it may see fit. Failure to notify SEMI of cancellation in advance will cause exhibitor to lose priority points for exhibit space assignment.

2.2.4 Exhibitor Liability

The exhibitor assumes full financial liability for damage to the facility or neighboring exhibits caused by the construction of the exhibitors' booth structure. The exhibitor may not apply paint, lacquer, adhesives or other coating to venue columns, walls or floors.

In the event any part of the exhibit hall is destroyed or damaged so as to prevent SEMI from permitting an exhibitor to occupy assigned space during and part or the whole exhibition period; or in the event occupation of assigned space during any part or the whole exhibition period is prevented by strike, acts of nature, national emergency, or other cause beyond the control of SEMI, the exhibitor hereby waives any claim against SEMI beyond a refund of rent paid for the period it was prevented from using the space, less a proportionate share of the exposition expenses incurred by SEMI.

2.2.5 Reselling

The exhibitor may not assign, sublet or resell; in whole or in part, their contracted space. The contracted exhibitor may share this space with affiliated co-exhibitors, providing the co-exhibitors comply with all exhibitor conditions, rules and regulations; however, the contracting exhibitor shall continue to be primarily liable for all financial and performance covenants.

The primary exhibiting company must have the prominent identification in the entire contracted exhibit space. Contracted exhibit space must appear as one unified booth. All booths must be staffed during exhibition hours.

2.2.6 Violations and Penalties

SEMI may, at its discretion, eliminate or reduce priority points for violation of these rules and regulations. In addition, substantial violation of these rules and regulations by the exhibitor, its employees or agents may, at the

Section 2: Rules & Regulations

2.2 Exhibitor Responsibilities & Liabilities

2.2.6 Violations and Penalties (continued)

option of SEMI Show Management, forfeit the exhibitors' right to occupy exhibit space and such exhibitor shall forfeit to SEMI all moneys paid or due.

It is to your advantage to contact SEMI prior to arriving on-site with any questions. Failure to comply with the exhibition rules will result in the following loss of points.

- If not corrected by the end of set-up period: 10% reduction
- If not corrected by the 1st exhibit day: +10% additional reduction
- If not corrected by the 2nd exhibit day: +10% additional reduction
- If not corrected by the 3rd exhibit day: +10% additional reduction [Total 40% possible reduction of priority points]

Upon evidence of substantial violation, SEMI may enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that SEMI may thereby incur.

SEMI Show Management reserves the right to pursue any action it deems necessary in the best interest of the exhibition and in fairness to all exhibitors.

Section 2: Rules & Regulations

2.3 Booth Set-Up & Dismantling

2.3.1 Raw Space Set-Up Regulation

- Booth structures should be built to be structurally sound, without causing any damage to the venue. Security measures must be taken with priority.
- An official booth decorator and service contractor appointed by the venue, COEX, must do the labor needed to set-up and dismantle your booth. The list of appointed service contractors can be found in the SEMICON Korea / LED Korea website.
- All exhibitors must dismantle, remove their exhibit and restore the venue as it was prior to set-up. In case dismantling is not finished according to the timetable in Section 1.1.1, exhibitors will be liable for any charges needed to restore the venue.
- Upon evidence of substantial violation, SEMI may enter and exert the following penalties.
 - Delay on-site space assignment appointment time for future SEMICON Korea / LED Korea exhibition.
 - Modify exhibit and/or remove all persons and goods at the exhibitor's risk.
 - Penalties to the appointed contractor for future SEMICON Korea / LED Korea exhibition.

2.3.2 Booth Drawing Approval

All booth drawings must be submitted to the COEX Hall Manager's office directly by the appointed service contractor 2 weeks prior to construction date for approval. It is strongly recommended to confirm this rule with the appointed contractor.

COEX Hall Manager's Office ☎ 82.2.6000.1143, 4, 5, 8

2.3.3 Booth Set-Up

Decorated booths and raw space over 72m²(8 booths) may enter halls beginning 08:00, Sat. Jan 23, 1st day of set-up. On the same day at 16:00, raw space over 56m²(6 booths) may enter halls. All sized booths may enter halls beginning 08:00, Sun. Jan 24 for set-up and must be finalized by Tue. Jan 26. No EAC vehicles are to enter halls on the last day of set-up.

Review the Timetable of Operation in Section 1.1.1. In the case set-up is not completed as scheduled, exhibitors may stay after posted hours to work within their booth at additional cost.

2.3.4 Overtime Work Pass

As stated in 2.3.3 Booth Set-Up, in the case set-up is not completed as scheduled, exhibitors may stay after posted hours to work within their booth. Exhibitors and/or their EAC must contact and visit SEMI Show Management office on-site, acknowledge additional fees (includes overtime hall rental fee and administrative costs) and sign an "Overtime Work Form".

- Overtime hall rental fee = Work time x hourly hall rental rate (approx. ₩1,000,000 per hour)
- Actual fees are calculated based on COEX rental rate.

2.3.5 Dismantling/Move-Out

Dismantling begins at 18:00 on Fri. Jan 29. As a courtesy to all exhibitors, it is required that all exhibits remain intact and booths fully manned until the official close of the exhibition. It is intended that the atmosphere remain professional, allowing all exhibitors the entire show in which to meet and speak with prospective customers without being distracted by a neighbor tearing down their exhibit. Exhibitors will not be allowed to remove exhibit materials until after the show. SEMI members who engage in early dismantling will lose priority points.

Empty crates will begin being returned for packing at 18:00, one hour after the close of the exhibition. Prior to the close of the show, please make all necessary arrangements with the on-site freight forwarder, KEMI-Lee to have your exhibits removed after packed. All exhibit materials must be removed from the halls by 20:00 Fri. Jan 29.

All exhibitors must dismantle, remove their exhibit and restore the venue as it was prior to set-up. In case dismantling is not finished according to the timetable in Section 1.1.1, exhibitors will be liable for any charges needed to restore the venue.

Section 2: Rules & Regulations

2.3 Booth Set-Up & Dismantling

2.3.6 Booth Identification/Fascia Name

- Company identification cannot be placed outside the contracted booth space.
- All signs, posters and booth graphics must be professionally lettered and in compliance within the proper height limitations. SEMI Show Management reserves the right to change or remove signs (at the exhibitor's expense) that are not in keeping with the overall quality standards of the exhibition.
- The primary exhibitor must have prominent identification in the entire contracted booth space.
- Co-exhibitors may have their name provided it is smaller (in font size) than the primary exhibitor (additional fees apply for decorated space exhibitors).

2.3.7 Cabling/Ceiling Suspensions

According to facility regulation, exhibits whose structural integrity requiring cabling and/or suspension from the ceiling should not be erected.

2.3.8 Carpeting

All booth spaces (unless otherwise specified) must be fully carpeted. Carpeting enhances your corporate image and continues the overall professional look of the exhibition. All floor coverings must be fire retardant in compliance with local fire department regulations. Under venue regulation, it is prohibited to lay carpets in aisles.

2.3.9 Duplex Floor Structure

- Duplex floor structure is available for exhibits with more than 8 booths.
- Booth drawings, specification for duplex floor structures must be submitted to the COEX Hall Manager's Office for approval 14 days prior to the set-up date.
- The area of the 2nd floor should be confined within $\frac{1}{3}$ of the gross area of booth (floor area).
- The width of the stairs should be a min. of 1.2m.
- Two sides of the 2nd floor must be visible.
- A fire extinguisher must be supplied every 10m of the 2nd floor.
- The height of the 2nd floor railing should be a min. of 1.1m.
- The width of the 2nd floor gate should be a min. of 0.9m opened toward the direction of evacuation.
- Safety personnel should be stationed at all times.

2.3.10 Electrical Wiring

Use of another exhibitor's electrical hook-up is strictly forbidden due to potential fire and hazard risks. In the event the exhibit hall is damaged or destroyed due to negligence or failure on the part of the exhibitor to comply with the local fire department regulations, the exhibitor is responsible and liable for all damages incurred. Please be noted that only PISCO International is allowed supply and handle electricity in exhibition halls due to safety reasons.

2.3.11 Equipment/Merchandise Pass

Any equipment and/or merchandise that is removed from the exhibit hall during show hours (not including briefcases or toolboxes) must be accompanied by an Equipment/Merchandise pass that is presented to Security when exiting. This is for the protection of all exhibitors. This pass may be obtained in the SEMI Show Management office on-site.

2.3.12 Ceiling

Water penetrable materials must be used in ceilings and must conform to local fire department regulations. Impenetrable materials are strictly forbidden.

2.3.13 Hydrant

Structure MUST not cover the fire hydrant. Locations of the fire hydrant can be found in the floor plan.

Section 2: Rules & Regulations

2.3 Booth Set-Up & Dismantling

2.3.14 Fire Protection Measures/Fireproofing

All materials used in the construction and decoration of an exhibit must be flame retardant.

2.3.15 Hazardous Items

Hazardous items used in displays must be properly safeguarded, protected and registered in accordance to venue regulations. In case hazardous items is needed for exhibit, please contact SEMI Korea 30 days prior to set-up date.

[Example] evacuated container/components, flammable/explosive materials, high voltage equipment, particle accelerator, radioactive materials, X-ray producing equipment, etc.

2.3.16 Lighting

Overstatement in lighting design is to be avoided. Annoying devices such as the use of neon sign, flashing, rotating or blinking lights (strobe, beacons, etc.) in an exhibit is strictly forbidden. All lighting effects must be contained within the confines of the booth.

2.3.17 Painting

Painting is prohibited within the halls. If necessary, receive pre-approval from the COEX hall manager 14 days prior to construction date.

COEX Hall Manager's Office ☎ 02-6000-1143, 4, 5, 8

2.3.18 Utility

•Electricity, compressed air, water drainage- Supplied: 16:00 Mon. Jan 25 | Terminated: 17:30 Fri. Jan 29
During exhibit days, utilities supplied 1 hour prior exhibition and terminated within 30 minutes of closing.

•Furniture- Supplied: Tue. Jan 26 | Removed: 17:00 Fri. Jan 29

[Note] Please check whether or not there is anything left in drawers and/or shelves. PISCO International is not responsible for any loss or damage in your booth(s).

2.3.19 Working Tools

It is prohibited to use power saws, electric planes, welding machines, electric grinders, and/or oxygen cutters within the halls.

2.3.20 Use of Safety Helmets

Under COEX regulation, all personnel entering halls during set-up MUST wear a safety helmet. Personnel without wearing a helmet will be restricted of access to halls. On the last day of set-up, Tue. Jan 26, after booth set-up has been complete, safety helmets are not required at entry.

Section 2: Rules & Regulations

2.4 Exhibition Activities

2.4.1 Alcoholic Beverages

Alcohol is prohibited in the venue at all times due to safety and insurance reasons.

2.4.2 Animals

Animals will not be allowed in any exhibit or on exhibition grounds. (Exception: dogs for the disabled)

2.4.3 Badge Control

False certification of an individual as an exhibitor's representative, misuse of an exhibitor's badge or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the exhibitor and his representative from the exhibition, and/or banning them from future entrance onto the exhibition. This may also cause the removal of the exhibitor's booth from the floor without obligation on the part of SEMI for refund of any fees. The exhibitor, his employees and agents and anyone claiming to be on the exhibit floor through the exhibitor, waives any rights or claims for damages arising out of the enforcement of this rule.

2.4.4 Balloons/Blimps

Balloons and/or blimps of any kind are not allowed on-site.

2.4.5 Booth Demonstrations

Demonstrations are to be straightforward, professional and relative to the displayed product. The use of demonstrators, gimmicks, mimes, magicians, robots, etc. in the aisles is prohibited at all times. Products or demonstrations must take within the booth boundaries and must not result in aisles being blocked.

2.4.6 Booth Personnel

Booths must be continually staffed during exhibit hours. With the exception of convenience help (such as receptionists or professional product demonstrators), all booth personnel must be employees of the company, or its representative, and must be fully capable of explaining products or processes on display.

2.4.7 Cameras, Videotaping, Recording

Photography and videotaping of exhibits and displayed equipment (other than your own) is strictly prohibited. Audio and/or tape recording within the exhibit hall or meeting rooms are prohibited as well. SEMI Show Management and the official photographer is exempt from this rule.

2.4.8 Use of Sound Equipment & Noise Regulation

In general, exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. SEMI Show Management may measure noise levels at a timely manner and if an exhibitor's booth exceeds 85dB, they will be asked to lower or stop any use of sound equipment.

2.4.9 Events/Giveaways/Handouts

Items must be distributed (samples, souvenirs, collateral, etc.) from within the confines of the contracted booth space (unless it is a SEMI Show Management approved event marketing opportunity). No events are allowed in hall aisles.

2.4.10 Hall Access Restrictions

Review the Timetable of Operation in Section 1.1.1. During show dates, all halls will be CLEARED OF ALL PERSONNEL within 30 minutes of close each day. The only exceptions will be the ones with "Overtime Work Pass". This pass will be available on-site at the SEMI Show Management office each day.

Section 2: Rules & Regulations

2.4 Exhibition Activities

2.4.11 On-site Vehicles

Private vehicles will not be allowed entry on exhibit halls. Delivery of any exhibit materials required for set-up and dismantle must be cleared through the official service contractor, KEMI-Lee (Refer to Section 5).

2.4.12 Off-site Promotion

All off-site promotions including conference, programs and/or receptions taking place during show hours must be approved by SEMI prior to the exhibition.

2.4.13 Smoking

There are smoking areas outside venue for your convenience. Smoking is not allowed inside the venue. Failure to do so may result with a fine up to ₩100,000.

2.4.14 Emergency/First Aid

In case of emergency issues, please inform SEMI Show Management and/or security personnel immediately. For first aid care, please visit the emergency center located in front of Hall A4, 1F.

2.4.15 Lost & Found

Please return any lost articles to SEMI Show Management office (located Hall D1, 4F) or to security personnel on-site.

2.4.16 Online Event Directory

The online event directory is an online advertising medium where exhibitors can provide details about their products, services and company for potential attendees. The SEMICON Korea / LED Korea 2016 Event Directory will be available online (only) through the official website. Further information will be provided to exhibitors in October.

2.4.17 Floral Garland/Wreath

Floral garlands and/or wreaths are prohibited inside the lobby and venue.

2.4.18 Parking at Venue

Parking inside COEX is ₩2,400 for first 30 minutes and ₩1,200 for every additional 15 minutes. Exhibitors may purchase a 1-day parking ticket for ₩24,000 (50% discount) during exhibit dates.

Parking Office: Global PMCO ☎ 82.2.6002.7130, 1F COEX

2.4.19 Parking Lots nearby Venue [\[View Map\]](#)

There are several parking lots surrounding the venue. Below is a list of nearby parking lots.

Parking Lot		Fee	Remarks
A	COEX	₩4,800/hr. ₩48,000/day	Exhibitors may purchase 1-day for ₩24,000
B	Hyundai Department Store	₩1,000/10min.	Up to 3 hrs. free upon purchase
C	Hyundai Department Store II		
D	Grand InterContinental Hotel	₩4,500/30min.	
E	COEX InterContinental Hotel	₩1,500/additional 10 min.	2 hrs. free: Restaurant use
F	Oakwood Premier COEX Center	₩4,000/hr. ₩30,000/day	Free hrs. depending on restaurant use
G	Gangnam Tancheon	₩200/10min. ₩10,000/day	
H	Songpa Tancheon	₩2,500/7hrs	
I	Yeongdong-daero 96-gil	₩300/5min. (Under 2hrs) ₩600/5min. (Over 2hrs) Free Sat/Sun/Holidays	50% discount: Under 1,000cc 80% discount: Disabled
J	Yeongdong-daero 106-gil		

Section 2: Rules & Regulations

2.5 Booth Display Regulations

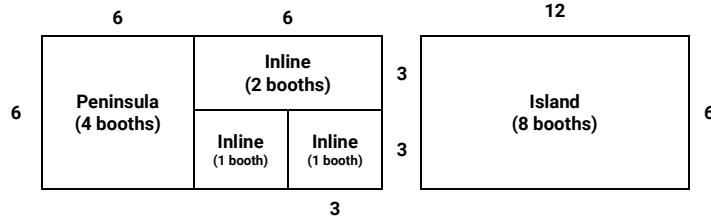
2.5.1 Booth Configuration

- **Raw Booth:** Only space is provided in this booth type. Exhibitors **MUST** construct their booth using a COEX appointed contractor.
- **Decorated Booth:** Pre-decorated exhibit booth by the official contractor. Details can be found in Section 1.1.4.

[Reference] Definition of Configurations

- **Inline (Min. 1 booth):** 1~2 sides open to the aisles, one or more standard booths (3x3) in a straight line.
- **Peninsula (Min. 4 booths):** 3 open sides to the aisles.
- **Island (Min. 8 booths):** 4 sides open to the aisles (limited availability).

Configuration	Dimension	# of Booths
Inline	3x3	1
	3x6	2
	3x9	3
Peninsula	6x6	4
Island	6x12	8 and above



2.5.2 Identification, Signage & Graphics

- **Inline/Linear Booth:** Facing front- Allowed anywhere within booth boundary
Facing rear- Must be at least 1.5m (5') from back boundary (booth) line
Facing side- Must be at least 1.5m (5') from adjoining booth
Hanging banner- Not allowed
- **Peninsula Booth:** Facing front/side- Allowed anywhere within booth boundary
Facing rear- Must be at least 1.5m (5') from back boundary (booth) line
Hanging banner- Not allowed
- **Island Booth:** Facing front/rear/side- Allowed anywhere within booth boundary
Hanging Banner- Not allowed

Section 3: Badges

3.1 Exhibitor Badge

3.2 Visitor Badge

Section 3: Badges

3.1 Exhibitor Badge

Exhibit hall attendance is restricted to qualified exhibitors, attendees and service suppliers as monitored by SEMI Show Management and security. Badges are required at all times. False certification of any individual as an exhibitor's representative, misuse of exhibitor badges or any method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be a just cause for expelling the exhibitor and its representative from the exhibit halls and/or banning them from future SEMI exhibits.

3.1.1 Exhibitor Badge

An exhibitor badge is needed by all exhibitors whom need to enter the halls during set-up, exhibit and dismantling dates.

3.1.2 Badge Issuance

An exhibitor badge is needed by all exhibitors and its personnel that will stay in their booth. Personnel that are visiting are recommended to pre-register online to receive a visitor badge.

3.1.3 Apply/Issue Dates | Location

All exhibitors needing badges must apply online through the Online Service Registration website.

NO BADGES CAN BE APPLIED ON-SITE.

[Note] Due to time limitations in overseas mailing, exhibitor badges will not be mailed to exhibitors before the show.

Exhibitor badges will be issued from Mon. Jan 25 to Wed. Jan 27 at the Exhibitor Badge Pick-Up desk.

[Issue Dates & Time]

Mon. Jan 25, 2016: 09:00 – 18:00
Tue. Jan 26, 2016: 09:00 – 20:00
Wed. Jan 27, 2016: 09:00 – 12:00

[Location]

SEMICON Korea: Entry of Hall D, 3F
LED Korea: Entry of Hall B, 1F

* A temporary pass will be issued to exhibitors who want to enter the halls on Jan 23 and 24. This pass will be issued at the entrance of each halls after a short verification process.

3.1.4 Number of Badges Issued

1~2 booth(s): 10

3~5 booths: 30

6~9 booths: 50

10 or above: 100

Section 3: Badges

3.2 Visitor Badge

3.2.1 Visitor Badge

All visitor badges will be printed out in English ONLY. Under venue regulation, only visitors who possess visitor badges may enter the exhibition halls. Visitor badges can be pre-registered online (free of charge) or registered on-site (admission fee applies) at the registration desks.

3.2.2 Online Pre-Registration

It is recommended to all visitors to pre-register online (free of charge). Online pre-registration will take place from November 16 to Jan 20, 2016. Pre-registered visitor badges will be issued at the entrance of Hall D (3F) and Hall B (1F) after a short verification process.

3.2.3 On-site Registration

Visitors who possess an invitation will enter free of charge after filling out a registration form. All others will be required to purchase a ticket before filling out the registration form to enter exhibition halls. Admission fee on-site is 20,000 per person.

3.2.4 Issue Dates | Location

All visitor badges will be issued during exhibit dates, Wed. Jan 27 to Fri. Jan 29.

[Issue Dates & Time]	[Location]
Wed. Jan 27, 2016	09:30 – 17:00
Thu. Jan 28, 2016	09:30 – 17:00
Fri. Jan 29, 2016	09:30 – 16:30

3.2.5 Invitations

SEMI Show Management will send printed invitations to exhibitors via air mail to send out to their customers. The invitations are sent according to the exhibitor's booth size.

1~3 booth(s): 150 4~6 booths: 250 7 booths and above: 350

[Note] Only SEMI printed invitations are allowed free entry.

Section 4: Decorating & Related Services

- 4.1 Venue Specifications**
- 4.2 General Information/Utility Services**
- 4.3 Online Service Registration (OSR)**

Section 4: Decorating & Related Services

4.1 Venue Specifications

4.1.1 Area

Hall A: 10,368m² | A1/A2/A3/A4: 2,592m² each
Hall B: 8,010m² | B1/B2: 3,645m² each, swing space (Bss): 720m²
Hall C: 10,348m² | C1: 2,572m², C2/C3/C4: 2,592m² each
Hall D: 7,281m² | D1: 3,645m², D2: 2,916m², swing space (Dss): 720m²

4.1.2 Ceiling

Hall A: 9.0m (partially 8m)
Hall B: 9.5m (Bss: 6.2m)
Hall C: 8.0m (partially 12.3m)
Hall D: 17.5m (Dss: 9.3m)

4.1.3 Booth Height Limit

Hall A, B, C, D: max. 5m
Bss, Dss: max 4m

4.1.4 Column/Pillar

Hall A	Hall B	Hall C	Hall D
Distance: 18m	Distance: 18m, 27m	Side width: approx. 110cm	No column/pillar
Side width: approx. 130cm	Side width: approx. 155cm	Hydrant(non-embeddable)	
Hydrant(non-embeddable)	Hydrant(embedded)	85cm x 20cm x 155cm	
85cm x 20cm x 155cm	60cm x 120cm		

4.1.5 Electrical Supply

Hall A, C: 220V/60Hz/single phase
220V/60Hz/3phase
208V/60Hz/3phase, ground, neutral
380V/60Hz/3phase, ground, neutral
Hall B, D: 220V/60Hz/single
220V/60Hz/3phase
380V/60Hz/3phase, ground, neutral

4.1.6 Floor Load Limits

Hall A, B, C, D: 1.5ton/m²

4.1.7 Freight Entrance Height

Hall A1: 6.9m x 5.5m
Hall A2: 5.9m x 4.0m
Hall A3: 5.5m x 5.5m
Hall A4: 6.5m x 4.3m
Hall B, D: 7.5m x 4.3m
Hall C: 5.4m x 5.0m

4.1.8 Compressed Air

- Standard piping $\frac{3}{8}$ inch internal diameter, 3-6kg/cm²
- Standard piping $\frac{1}{2}$ inch internal diameter, 3-6kg/cm²

4.1.9 Water Drainage

Inlet $\frac{1}{2}$ inch diameter and outlet 1 inch diameter pipe
Hall A: 2.5kg (atm) Hall B, D: 4kg (atm) Hall C: 2kg (atm)

Section 4: Decorating & Related Services

4.2 General Information/Utility Services

4.2.1 Official Decorator

PISCO International Co., Ltd.

5F, 14 Teheran-ro 81-gil, Gangnam-gu, Seoul 06168 Korea, Republic of

Contact: Jee Ah Yoon

T: 82.2.553.9823 | F: 82.2.553.9825 / 2548

E: creativity@piscoi.com

4.2.2 Notice to Decorated Space Exhibitors

Decorated space exhibitors may not tie nor wire any of the ceilings, pipes and fixtures of the decorated booth. Nailing is prohibited. If you need to hang panels, please use wall rings. Exhibitors hold full responsibility if any type of obstruction is found in the decorated booth. For additional utility supply information, contact PISCO International.

4.2.3 Cleaning

SEMI Show Management will arrange for the general cleaning of the exhibition hall and decorated booths. This only includes cleaning of carpet/flooring and rubbish disposal before the exhibition opens in the morning and after the exhibition closes in the evening. IT EXCLUDES CLEANING OF EXHIBITS AND DISPLAYS. Raw space exhibitors using an EAC are reminded that it is the responsibility of their EAC to clean vacuum the space upon completion of construction and exhibit day.

4.2.4 Compressed Air, Water Drainage

All exhibitors whom require of these services are to apply through the online service registration website. Exhibitors must provide their own connection fittings (both male and female) for the attachment of the hose provided.

4.2.5 Electricity

- All electrical contracts must be requested through the official decorator and service provider, PISCO International.
- All raw space exhibitors are to apply through the online service registration website.
- PISCO International shall not be liable in respect of electrical supply conducted without contract. In addition, exhibitors are prohibited to use their own electrical materials. In case the exhibitor moves the formation of originally installed electrical supply, PISCO International shall not be liable for any technical problems or damages that may rise.
- A fluctuation of $\pm 5\%$ can be expected inside the venue. Any sensitive equipment should be equipped with stabilizers.
- Two types of electrical services are provided: lighting and power. Please check before making orders. PISCO International shall not be liable for any technical problems or damages that may rise.

4.2.6 Furniture

Any exhibitor including decorated space exhibitors whom require additional furniture may apply through the online service registration website.

4.2.7 Removal of Waste

During set-up and dismantling dates, hall aisles must not be obstructed with packing and construction materials or debris. Raw space exhibitors are responsible for removing their own building waste and off-cuts from the halls at the end of each day. At the end of exhibition, EAC must remove all materials used within their clients' booth from halls. Waste removal must be completed by the end of dismantling period. SEMI reserves the right to charge the exhibitor concerned for removal of excessive waste (booth construction, debris, crates, pallets, cartons, packing materials, etc.) in hall aisles.

Section 4: Decorating & Related Services

4.2 General Information/Utility Services

4.2.8 Premium Package Booth

The premium package booth is prepared for raw space exhibitors whom want their booth design to be more professional than the decorated booth yet cost efficient compared to constructed booths. Please apply your space preference as raw space when you submit your application and then apply for the premium package booth through the online service registration website.

1-Booth Package



2-Booth Package



3-Booth Package



4-Booth Package



Section 4: Decorating & Related Services

4.3 Online Service Registration (OSR)

4.3.1 Online Service Registration (OSR)

The online service registration is a website which includes all service forms of services exhibitors may need to prepare their exhibition. All service registration must be completed online through this website. Detailed information will be sent to exhibitors in October.

Link: <http://www.eims.kr/semi/2016>

4.3.2 COEX Appointed Contractors List

All raw space exhibitors must construct their booth with a COEX appointed contractor. A list of COEX appointed contractors can be found in this website.

4.3.3 Service Items in OSR

There are 10 different service forms available in the OSR website. Please review each form carefully and apply for necessary services. The deadline for service registration is Fri. Jan 8, 2016 and payment due is Wed. Jan 13.

No.	Service Item	Raw Space	Decorated Space
1	Fascia Name	N/A	Mandatory
2	Electrical Services	Mandatory	Optional
3	Compressed Air Water Drainage	Optional	Optional
4	Furniture	Optional	Optional
5	Exhibitor Badge	Mandatory	Mandatory
6	Visitor Badge Scanner	Optional	Optional
7	Internet Line	Optional	Optional
8	Temporary Assistant	Optional	Optional
9	Premium Package Booth	Optional	N/A
10	Online Event Directory	Mandatory	Mandatory

4.3.4 Online Event Directory

The online event directory is an online advertising medium where exhibitors can provide details about their products, services and company for potential attendees. The SEMICON KOREA / LED Korea 2016 Event Directory will be available online (only) through the official website. Further information will be provided to exhibitors in October.

Section 5: Freight Handling

- 5.1 General Information & Shipping Guidelines**
- 5.2 Quarantine Requirements on Wood Packaging Materials of Imported Consignments**

Section 5: Freight Handling

5.1 General Information & Shipping Guidelines

5.1.1 Official Freight Contractor

KEMI-LEE Co., Ltd.

201 ArcValley, 37 Seongsui-ro 22-gil, Seongdong-gu, Seoul 04798 Korea, Republic of

Contact: Sandy Lee, Andy Kang

T: 82.2.561.5269 | F: 82.2.553.0731

E: sandy@kemi-lee.co.kr, andy@kemi-lee.co.kr

5.1.2 Arrival Deadlines

Please comply with the schedule below for efficient proceeding of your exhibition goods.

- Shipping documents for sea freight: Fri. Jan 8, 2016
- Shipping documents for air freight: Wed. Jan 13, 2016
- Sea freight consignment at Busan seaport: Mon. Jan 17, 2016
- Air freight consignment at Incheon airport: Tue. Jan 18, 2016

5.1.3 Consignee Instructions

The terms of freight should be "Freight Pre-Paid" and consigned as follows for all exhibits.

Ⓐ Consignee

KEMI-LEE Co., Ltd.
201 Arcvalley,
37 Seongsuiro 22-gil, Seongdong-gu
Seoul 04798 Republic of Korea

Ⓑ Notify

Exhibition Name: SEMICON Korea / LED Korea 2016
Exhibitor Name: _____
Booth No.: _____

Contact: Ms. Sandy Lee, Mr. Andy Kang

T: 82.2.561.5269 | F: 82.2.553.0731

[Destination] Sea Freight: Busan Port | Air Freight: Incheon Airport

5.1.4 Courier Shipment

Please note that the venue and organizer will not accept or take responsibility for any international courier shipments consigned to yourself at the venue or the organizers. Courier shipments must be shipped to KEMI-LEE.

5.1.5 Documentation

All original documents should be sent to KEMI-LEE 3 days prior of shipping through TNT, DHL or FedEx.

- Ocean Bill of Lading (Ocean B/L) or Air Waybill (AWB): Original document, 3 copies
- Commercial Invoice: Original document, 3 copies
- Packing List: Original document, 3 copies
- Insurance Policy: 1 copy

[Air Freight]

- AWB number, flight number, carrier's name, number of packing, weight (gross/chargeable), dimension, name of exhibitor and booth number must be sent via fax or e-mail to KEMI-LEE.
- Surrender/Express/Telex released/Seaway bill are also available and more preferable for efficient proceeding.
- A telex/tele-fax of pre-advice must be sent via fax or e-mail to KEMI-LEE indicating B/L number, vessel name/voyage, number of packing, weight (gross/chargeable), dimension, name of exhibitor and booth number.

[General]

- A detailed description of the goods in English including the name by which each item is known and the documents must have full details such as description of commodity, quantity and unit price in USD.

Section 5: Freight Handling

5.1 General Information & Shipping Guidelines

5.1.5 Documentation (continued)

[General]

- For manufactured products, please specify the component materials (i.e. wood, plastic, etc.).
- Indicate country of origin of all goods within your consignment and include serial and/or model number where applicable.
- For customs purpose, a value must be declared for each item regardless of the actual commercial value. This includes printed material, giveaways and alike. Do NOT indicate the phrase "No Commercial Value". KEMI-LEE cannot make entry on invoices that indicate lump sum values only. In this case, entry will be delayed until detailed invoices are obtained from the shipper.

5.1.6 Duty Free Goods

Consumable goods such as printed material, giveaways and other promotional items valued under \$5.00/unit are duty free. However, such items must be reasonable in quantities and in price by customs authority otherwise it shall be dutiable.

Decision of "Duty Free or Dutiable" will be advised at the time of customs inspection at show site regardless of the above mentioned provisions.

In accordance with Korean Customs regulation, all items under temporary entry are exclusively under control of the Customs Authority. Therefore, exhibitors cannot distribute or consume any goods without the permission of Customs Authority.

5.1.7 Insurance

All exhibitors should arrange a comprehensive cover for their exhibits which covers shipment to the exhibition, the period of display and which allows either return to the country of origin or an appropriate disposal period at the conclusion of the exhibition.

[Note] KEMI-LEE does not insure the goods during transit from origin up to delivered stand and return.

5.1.8 Packing Cases & Case Marking

Durable crates with screw-down lids to prevent damage is recommended when packing. It is imperative that materials are crated or palletized to enable multiple handling, stacking and handling via forklift or pallet truck.

All items should be packed separately according to following categories:

- Category A: Temporary Import
- Category B: Items accompanied with ATA Carnet
- Category C: Permanent Import

It is recommended that commercial invoice/packing list should be drawn up separately for temporary items and consumable items. It is strongly recommended that exhibitors make use of combined commercial invoice and packing list.

All cases should be clearly marked as follows:

Exhibitors' Name | Booth No.:

Package No.:

Gross Weight:

Net Weight:

Dimensions:

"Exhibition goods for SEMICON Korea / LED Korea 2016"

5.1.9 Selling of Goods

If any of the goods are sold in Korea and/or KEMI-LEE is to file a consumption entry (duty paid), a copy of the new invoice should be provided (in case purchase price has changed). Also, buyer details must be provided before the show closes.

Section 5: Freight Handling

5.2 Quarantine Requirements on Wood Packaging Materials of Imported Consignments

5.2.1 Background of Enforcement

The imported wood packaging material is made of raw wood and causes influx and spread of foreign pests. This quarantine requirement is to protect the natural environment of Korea.

5.2.2 Enforcement Date

From June 1, 2005 (shipping date).

5.2.3 Definition of Wood Packaging Materials

Any wood or wood products used for cargo support or protection such as wood pallets, dunnage, wood fillers, packing blocks, etc. (excluding paper products).

5.2.4 Regulated Articles

All non-manufactured wood packaging materials (WPM) such as pallets, crating dunnage, packing blocks are regulated.

5.2.5 Exempt Articles

Plywood, veneer panel, particle board, oriented strand board, wafer board, fiber board, densified wood, glued laminated wood, agglomerated cork, pulp, wood wool, wood flour and ground cork are exempt.

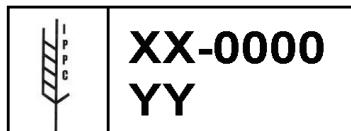
5.2.6 Treatment Methods (Either one must be applied)

- Heat Treatment (HT): WPM should be heat treated at a min. wood core temperature of 56 °C for a min. of 30 min.
- Methyl Bromide (MeBr) Fumigation
 - WPM made of Pinus spp., Larix spp., Cedrus spp. from Japan, China, Taiwan, US, Canada, Mexico, Portugal and Vietnam should be fumigated with methyl bromide for 24 hrs. The min. temperature should not be less than 10 °C and the min. exposure time should be 24 hrs.
 - All other wood packing materials should be fumigated at a temperature no less than 10 °C min. and exposure time of 16 hrs.

Temperature	Dosage Rate	Min. concentration (g/m ²)
		24 hrs.
21°C or above	48	24 hrs.
16°C or above	56	28 hrs.
11°C or above	64	32 hrs.

Temperature	Dosage Rate	Min. concentration (g/m ²)			
		0.5 hrs.	2 hrs.	4 hrs.	16 hrs.
21°C or above	48	36	24	17	14
16°C or above	56	42	28	20	17
11°C or above	64	48	32	22	19

5.2.7 Marking for Approved Measures



XX: Country code (i.e. KR – Korea)

000: Unique number of producer or treatment facility

YY: Treatment method (i.e. MB - Methyl Bromide)

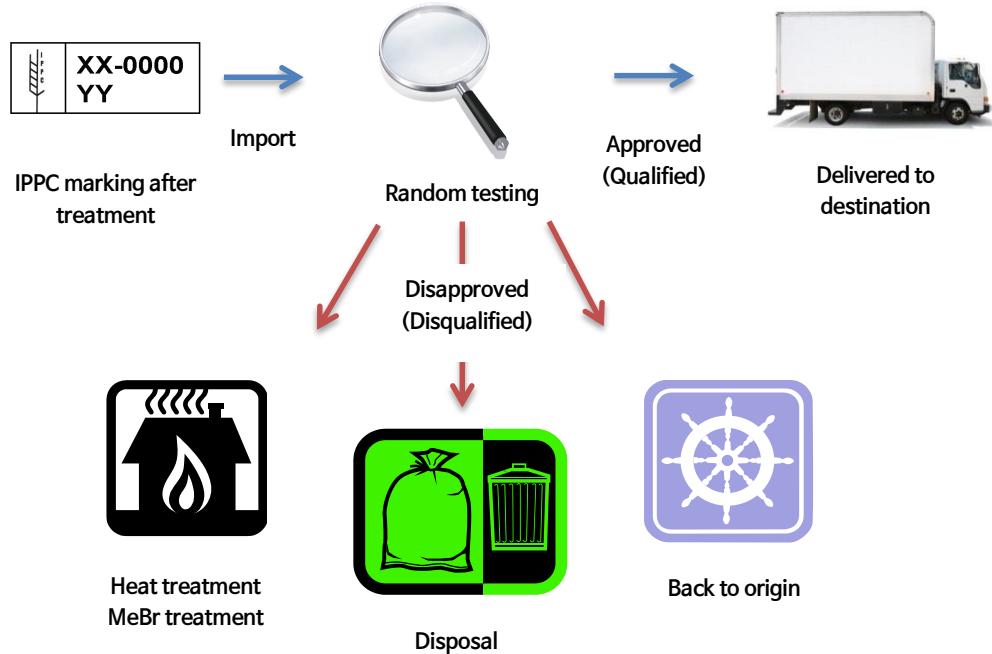
5.2.8 Disposal of WPM (Non-compliance Measures)

- Treatment: WPM with approved mark but pests other than regulated has been found
- Disposal or return to origin:
 - WPM without approved mark
 - Untreatable WPM
 - Owner asks for disposal or return
 - Prohibited pests found
 - Cargo and packaging detachable, only WPM disposal

Section 5: Freight Handling

5.2 Quarantine Requirements on Wood Packaging Materials of Imported Consignments

5.2.9 WPM Import Quarantine Procedure



Section 6: Transportation, Visa & Hotels

6.1 Airport Shuttle & Visa Information

6.2 Hotel Accommodations

Section 6: Transportation, Visa & Hotels

6.1 Airport Shuttle & Visa Information

6.1.1 Airport Shuttle

Flights landing at Incheon Airport may take the airport shuttle that runs every 10~20 min. between Incheon Airport and City Air Terminal. Flights landing at Gimpo Airport may take the airport shuttle that runs every 30 min. between Gimpo Airport and City Air Terminal. The City Air Terminal is located next to Hotel InterContinental and Hyundai Department Store. Tickets for the shuttle may be purchase at the shuttle desk outside the customs area at Incheon and Gimpo Airport.

- For more information visit [Incheon Airport](#) | [Gimpo Airport](#) | [City Air Terminal](#)

6.1.2 Visa Information

Including several nations of Western Europe, Japan and US nationals are not required to have a visa for tourist travel of less than 30-90 days; however all business travelers are required to have a business visa.

In addition to the visa application, the applicant must provide recent photograph and a notarized letter from applicant's sponsor (employer) indicating the purpose, financial responsibilities and intended length of stay. Visas are obtained from the nearest Korean Consulate General.

- For more information visit [Ministry of Foreign Affairs](#)

Section 6: Transportation, Visa & Hotels

6.2 Hotel Accommodations

6.2.1 Official Hotels

SEMI has reserved sufficient number of rooms at hotels near the venue: Grand InterContinental Seoul Parnas, InterContinental Seoul COEX, Oakwood Premier COEX Center, Shilla Stay, with special rates.

6.2.2 Room Rates

Hotel	Distance	Room Type	Special Rate	Deadline
Grand InterContinental Seoul Parnas	0.43km	Deluxe (40m ²)	₩250,000	Jan 7
		Junior Suite (60m ²)	₩280,000	
InterContinental Seoul COEX	0.36km	Superior (37m ²)	₩240,000	Jan 7
		Elite (37m ²)	₩260,000	
Oakwood Premier COEX Center	0.31km	Club Superior (37m ²)	₩320,000	Jan 7
		Superior Studio (47 m ²)	₩220,000	
Shilla Stay	2.74km	One Bedroom Superior (96m ²)	₩270,000	Jan 25
		Standard	₩110,000	
		Deluxe	₩125,000	

6.2.3 Official Hotel Information

Hotel	Address	Contact Information
Grand InterContinental Seoul Parnas	521 Teheran-ro, Gangnam-gu, Seoul	Johnny Ko Send email T: 82.2.559.7777 F: 82.2.559.7896
InterContinental Seoul COEX	524 Bongeunsa-ro, Gangnam-gu, Seoul	Ricky Kang Send email T: 82.2.3466.7103 F: 82.2.3466.7712
Oakwood Premier COEX Center	46 Teheran-ro 87-gil, Gangnam-gu, Seoul	Ami Woo Send email T: 82.2.2230.3000 F: 82.2.2230.3800
Shilla Stay	517 Eonju-ro, Gangnam-gu, Seoul	

6.2.4 Reservation Method

For reservation, please contact desired hotel or visit the SEMICON Korea / LED Korea website > Hotels and download, fill and email/fax application. It is recommended that you make your hotel reservations at the earliest convenience.

6.2.5 Hotels nearby COEX

	Hotel	Distance	Address	Website
1	Ibis Ambassador Seoul Gangnam	0.83km	431 Samseong-ro, Gangnam-gu, Seoul	Visit
2	Ramada Seoul	1.40km	410 Bongeunsa-ro, Gangnam-gu, Seoul	Visit
3	Renaissance Seoul Hotel	2.00km	237 Teheran-ro, Gangnam-gu, Seoul	Visit
4	Imperial Palace Seoul	2.30km	640 Eonju-ro, Gangnam-gu, Seoul	Visit
5	Best Western Premier Gangnam	2.80km	139 Bongeunsa-ro, Gangnam-gu, Seoul	Visit
6	Novotel Ambassador Gangnam	2.90km	130 Bongeunsa-ro, Gangnam-gu, Seoul	Visit
7	The Ritz-Carlton Seoul	3.10km	120 Bongeunsa-ro, Gangnam-gu, Seoul	Visit
8	Lotte Hotel World	3.20km	240 Olympic-ro, Songpa-gu, Seoul	Visit

Section 7: Advertising & Sponsorship

- 7.1 Program Advertising & Sponsorship**
- 7.2 Exhibition Advertising**
- 7.3 Publication, Website, Email Blast**
- 7.4 Event Sponsorship**

Section 7: Advertising & Sponsorship

7.1 Program Advertising & Sponsorship

7.1.1 Keynote Speech

The Keynote Speech represents the major program in SEMICON Korea / LED Korea Where domestic and international technical experts discuss the future vision for the semiconductor industry. It is a great networking event with over 300 academics and industry practitioners present.

Level	Platinum	Silver
Availability	Exclusive(1)	Dual(2)
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Sponsor section in website Sponsor section in show site On-site signage 	
VIP Seating	10	5
Member Price	₩10,000,000	₩5,000,000
Non-Member Price	₩13,000,000	₩6,500,000



Visitor Guide



7.1.2 SEMI Technology Symposium

STS will provide interactive information and in-depth discussion to the professionals in the semiconductor industry. It includes all areas of semiconductor manufacturing with the following 6 sessions.

- S1. Advanced Lithography
- S2. Advanced Process Technology: Dielectrics, Metals and other Materials
- S3. Device Technology
- S4. Plasma Science and Etching Technology
- S5. Contamination-free Manufacturing and CMP Technology
- S6. Electropackage System and Interconnect Product

Level	Platinum	
Availability	Exclusive(1)	Dual(2)
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Attendee bag Sponsor section in website Sponsor section in show site On-site signage 	
Free Seating	30	15
Member Price	₩30,000,000	₩15,000,000
Non-Member Price	₩39,000,000	₩19,500,000



Visitor Guide



Section 7: Advertising & Sponsorship

7.1 Program Advertising & Sponsorship

7.1.3 Forum/Seminars

Semiconductor market research institutions participate in the market seminar and various semiconductor technology forums such as MI, System LSI and Test will take place during SEMICON Korea.

- Market Seminar
- MI Forum
- Systems LSI Forum
- Test Forum

Level	Silver	
Availability	Exclusive(1)	Dual(2)
Logo Exposure	<ul style="list-style-type: none">•Visitor Guide•Sponsor section in website•Sponsor section in show site•On-site signage	
Free Seating	5	3
Member Price	₩5,000,000	₩3,000,000
Non-Member Price	₩6,000,000	₩3,900,000

* Pricing based on individual forum/seminar



7.1.4 LED Korea Conference

LED Korea Conference will provide interactive information on technology and market trend as well as in-depth discussions to professionals in the LED industry (both domestic and international).

Level	Platinum	Silver
Availability	Exclusive(1)	Dual(2)
Logo Exposure	<ul style="list-style-type: none">•Visitor Guide•Sponsor section in website•Sponsor section in show site•On-site signage	
VIP Seating	10	5
Member Price	₩10,000,000	₩5,000,000
Non-Member Price	₩13,000,000	₩6,500,000



Section 7: Advertising & Sponsorship

7.2 Exhibition Advertising

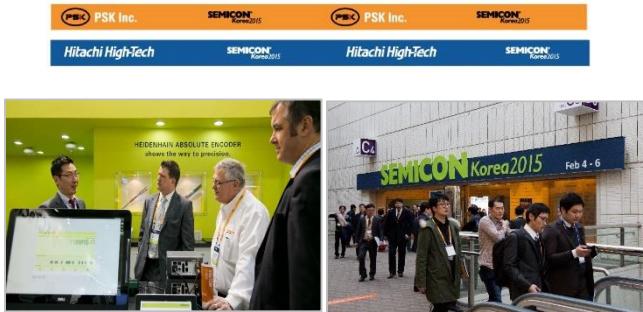
7.2.1 Badge Insert

Level	Platinum
Availability	Exclusive(1)
Print	40,000
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Badge Insert Sponsor section in website Sponsor section in show site
Production	Included
Member Price	₩10,000,000
Non-Member Price	₩13,000,000



7.2.2. Badge Lanyard

Level	Platinum	Gold
Availability	Exclusive(1)	Dual(2)
Print	40,000	20,000
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Badge Lanyard Sponsor section in website Sponsor section in show site 	
Production	Included	
Member Price	₩15,000,000	₩8,000,000
Non-Member Price	₩19,500,000	₩10,400,000



7.2.3 Banners

Level	Silver	Regular
Product Type	Wall	Hanging
Size	Hall D: 15.0m x 8.0m	Hall A, C: 1.8m x 4.0m Hall B: 1.8m x 5.0m
Logo Exposure	<ul style="list-style-type: none"> Design of choice Visitor Guide Sponsor section in website Sponsor section in show site 	
Production	Included	
Member Price	₩5,000,000	₩1,500,000
Non-Member Price	₩6,500,000	₩1,950,000

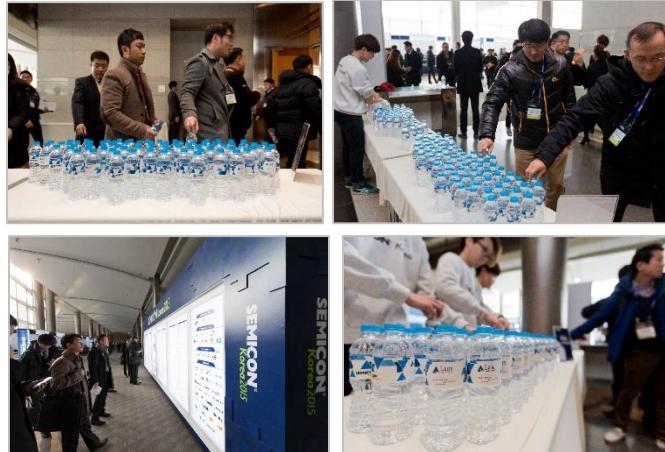


Section 7: Advertising & Sponsorship

7.2 Exhibition Advertising

7.2.4 Water Bottles

Level	Platinum
Availability	Exclusive(1)
Size	21.5cm x 4cm ($\pm 0.5\text{cm}$)
No. of Bottles	15,000 distributed (5,000 daily)
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Design of choice Sponsor section in website Sponsor section in show site
Production	Included
Distribution	Included
Member Price	₩15,000,000
Non-Member Price	₩19,500,000



7.2.5 Column Wrap

Level	Regular
Availability	Multi(∞)
Logo Exposure	<ul style="list-style-type: none"> Design of choice
Production	Excluded
Remarks	<ul style="list-style-type: none"> Column must be wrapped fully (4 sides) with wood or other structure Height limit: 5m Width of structure must be within 30cm of column Structure must not hide hydrant (if present)
Member Price	₩1,500,000
Non-Member Price	₩1,950,000



Hall A	
Side Width	Approx. 130cm
Hydrant Size	Non-embeddable (85cm x 20cm x 155cm)
Hall B	
Side Width	Approx. 155cm
Hydrant Size	Embedded (60cm x 120cm)
Hall C	
Side Width	Approx. 110cm
Hydrant Size	Non-embeddable (85cm x 20cm x 155cm)
Hall D	
	No column

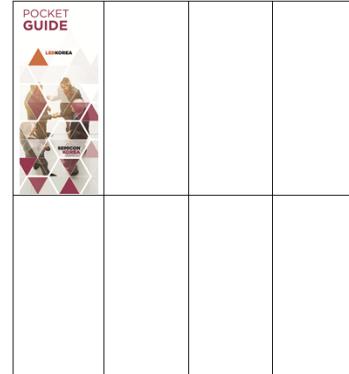


Section 7: Advertising & Sponsorship

7.3 Production, Website, Newsletter Advertising

7.3.1 Pocket Guide

Level	Platinum	Gold
Availability	Exclusive(1)	Multi(2)
Size	12.0cm x 29.4cm	12.0cm x 14.7cm
Print	40,000	
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Design of choice Sponsor section in website Sponsor section in show site 	
Production	Included	
Member Price	₩10,000,000	₩7,000,000
Non-Member Price	₩13,000,000	₩9,100,000



7.3.2 Visitor Guide

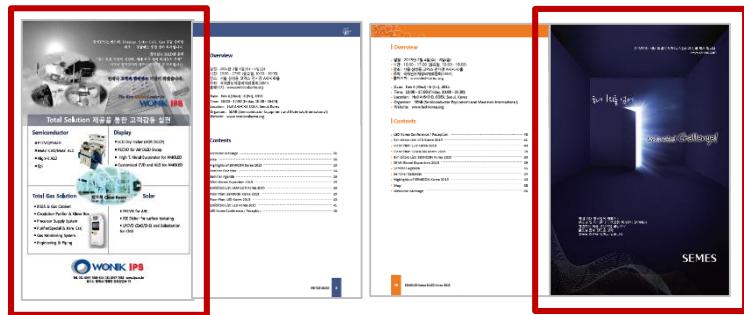
I. Cover Strip

Level	Silver
Availability	Exclusive(1)
Size	11.5cm x 3.8cm
Print	40,000
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Design of choice Sponsor section in website Sponsor section in show site
Production	Included
Member Price	₩5,000,000
Non-Member Price	₩6,500,000



II. Inside Front Cover | Inside Back Cover

Level	Silver
Availability	Dual(2)
Size	13.5cm x 20.1cm
Total Print	40,000 copies
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Design of choice Sponsor section in website Sponsor section in show site
Production	Included
Member Price	₩5,000,000
Non-Member Price	₩6,500,000



Section 7: Advertising & Sponsorship

7.3 Production, Website, Newsletter Advertising

7.3.2 Visitor Guide (continued)

III. Inside Full Page

Level	Silver
Availability	Multi(∞)
Size	13.5cm x 20.1cm
Total Print	40,000 copies
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Design of choice Sponsor section in website Sponsor section in show site
Production	Included
Member Price	₩3,000,000
Non-Member Price	₩3,900,000



7.3.3 Web Banner (Official Website)

Level	Regular	
Availability	Multi(∞)	
Type	Small	Large
Size	120 x 180	120 x 400
Logo Exposure	<ul style="list-style-type: none"> Design of choice 	
Member Price	₩1,000,000 (3 mon.)	₩1,250,000 (3 mon.)
	₩2,000,000 (6 mon.)	₩2,500,000 (6 mon.)
Non-Member Price	₩1,300,000 (3 mon.) ₩2,600,000 (6 mon.)	
	₩1,625,000 (3 mon.) ₩3,250,000 (6 mon.)	



7.3.4 Web Banner (Pre-Registration Website)

Level	Regular
Availability	Multi(∞)
Logo Exposure	<ul style="list-style-type: none"> Design of choice
Production	Included
Member Price	₩1,000,000
Non-Member Price	₩1,300,000



7.3.5 Email Blast

Level	Regular
Availability	Multi(∞)
Times Sent	4-5
No. of Visitors	Approx. 40,000
DB	Approx. 71,000
Logo Exposure	<ul style="list-style-type: none"> Design of choice
Production	Included
Member Price	₩1,000,000
Non-Member Price	₩1,300,000

Section 7: Advertising & Sponsorship

7.4 Event Sponsorship

7.4.1 SEMICON Korea 2016 Presidents Reception

The Presidents Reception is a networking event with key executives from the semiconductor industry to celebrate the exhibition and look for business opportunities.

Level	Platinum	
Availability	Exclusive(1)	Dual(2)
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Invitation Promotion/Marketing materials Sponsor section in website Sponsor section in show site On-site signage Opportunity of toast (Exclusive only) 	
VIP Seating	10	5
Member Price	₩30,000,000	₩15,000,000
Non-Member Price	₩39,000,000	₩19,500,000



7.4.2 Lucky Draw

Exhibitors and visitors with a badge may participate to win a prize at the Lucky Draw booth located in Hall B, 1F. Prizes in 2015: iPad mini, Samsung Gear Circle, glucometer, Coffee Bean mug, Coffee Bean coupon, water

Level	Regular
Availability	Multi(oo)
Logo Exposure	<ul style="list-style-type: none"> Visitor Guide Promotion/Marketing materials Sponsor section in website Sponsor section in show site On-site signage
Member Price	₩3,000,000
Non-Member Price	₩3,900,000

